

for funeral arrangements. To correct this deficiency, the Examiner points to the Tafirenyika publication, which discloses that users can “shop for your funeral needs” online, which as pointed out by the Hewitt publication is a web site providing .GIF images of coffins and other funeral hardware. Applicants assert therefore that the combined teachings of Yagasaki and Tafirenyika only suggest to those skilled in the art that it was known at the time the present invention was made to sell funeral products online. However, there is no disclosure or suggestion provided by the cited prior art references of having the ability, or even the desire to electronically plan a funeral.

In particular, Applicants note that the Tafirenyika publication states that “[c]lients ‘anywhere in the world’ can pay \$50 and receive a funeral planning package complete with a will, statistical forms, and a funeral planning package.” As such, the Tafirenyika publication fails to disclose, teach, or suggest a computer-implemented method permitting a user to electronically plan a funeral comprising, among other things, “employing a funeral planning routine comprising processes adapted to generate a funeral plan” as recited by new independent claims 24 and 48. Furthermore, the Tafirenyika publication does not disclose, teach, or suggest a funeral arrangement planning system adapted to permit a user to electronically plan a funeral comprising, among other things, “a computer adapted to run a funeral planning routine comprising processes for generating a funeral arrangement plan for a period of execution.”

Accordingly, combining the funeral products of Tafirenyika with the online line mall of Yagasaki fails to produce the invention recited by the claims. Tavor et al. is cited for disclosing a method for shopping over the Internet, which includes multimedia presentations to make the session enjoyable for the customer. Tavor et al. do not cure the noted deficiencies of Yagasaki and Tafirenyika. Slotznick is cited for showing an Internet shopping service including an entry form. Slotznick does not cure the noted deficiencies of Yagasaki and Tafirenyika. Finally, the Applicants note that the Devlin publication and the Hewitt publication are only cumulative evidence that funeral products (i.e., caskets) were sold online around 1996. As such, these publications also do not cure the noted deficiencies of Yagasaki and Tafirenyika.

CONCLUSION

Applicants respectfully submit that the present application is in condition for allowance. The Examiner is encouraged to contact the undersigned to resolve efficiently any formal matters or to discuss any aspects of the application or of this response. Otherwise, early notification of allowable subject matter is respectfully solicited.

Respectfully submitted,

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By



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